GRADE LEVEL/UNIT TITLE: 11-12/Demonstrate Typography Concepts   Course Code: 034353 CIP Code: 11.0103

COURSE INTRODUCTION:

Course Rationale: This area of instruction provides content for employment in career areas which include graphic arts/desktop publishing skills. Demand in this area will continue to expand as businesses utilize advanced graphic arts skills to increase their production efficiency and improve the creativity and quality of business documents and publications.

Course Description: Students develop proficiency in using graphic arts/desktop publishing software to create a variety of business publications such as flyers, brochures, newsletters, etc.

DESE Model Curriculum

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UNIT DESCRIPTION:	SUGGESTED UNIT TIMELINE: 2 weeks
Typography speaks louder than words. Designers need to match their font style in their document to their audience.	CLASS PERIOD (min.): 55 minutes

ESSENTIAL QUESTIONS:

1. **If you were a font, what font would you be?**
2. **What is the cost associated with errors in design or text?**

ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	NBEA	DOK
1. Create a text frame					COMM.IV.3.8	2
2. Compose text (e.g., headings, captions, body text)				W.9-12.2a	CD.III.D.2.1	2
3. Import text files and other word processing documents into publications					IT.V.1.3	2
4. Access fonts (e.g., download, unzip, install)					COMM.IV.3.8	2
5. Apply font size guidelines				N-Q.1 N-Q.2 N-Q.3		3
6. Measure type in points, picas, and inches				N-Q.1 N-Q.2 N-Q.3	COMM.IV.3.8	2
7. Adjust typography attributes (e.g., bold, italic, underline, reverse)					COMM.IV.3.8	2
8. Apply character and word spacing (e.g., kerning, tracking and leading)					COMM.IV.3.8	2

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9. Explain the usage of font types (e.g., serif, sans serif, decorative)						COMM.IV.3.8	**3**
10. Manipulate text features and formats (e.g., wordwrap, hyphenations, drop cap, color, gradient, text path)2						COMM.IV.3.8	**2**
11. Apply tabs and indents in text frames						COMM.IV.3.8	**2**
12. Apply proofreading and editing techniques to graphic arts/desktop publishing files					W.11-12.5	COMM.I.D.2.6, COMM.I.D.3.6	**2**
13. Apply widow and orphan protection						COMM.IV.3.8	**2**

ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)

Use formative and summative assessments to check for understanding and knowledge. Suggestions for formative: Have students match messages to fonts, look at magazines and determine the message being sent, have students create a font that represents their style.

Newspaper Advertisement Summative Assessment

*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code,Unit #.)

Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)
8, 9, 12	1. Teacher's key for InDesign Handout Student (notes over the basics of InDesign); Presentation over fonts/typography; Have students proofread each other's work.
8	2. Guided Practice on InDesign
9	3. Students complete Magazine Font Project
11	4. Students learn more advanced InDesign tools.
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
8, 9, 12	1. Students takes notes over the basics of InDesign and fonts/typography; Peer to Peer Proofreading: Paper/Pencil or use collaboration sites like stixy and wallwisher

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8	2. Students complete worksheet, InDesign Handout.
9	3. Students work on a Magazine Font Project.
11	4. Students complete advanced InDesign worksheet and practice.

UNIT RESOURCES: (include internet addresses for linking)

Blog.teachbook.com.au/index.php/computer-science/graphic-design/typography-101/
Typography Activity and Tonya Skinner
Design Resource Box: www.designresourcebox.com/an-awesome-collection-typography-tutorials
Font Conference video: http://www.youtube.com/watch?v=ssWvuHlZnew
Link to Typography tutorials: http://www.creativebloq.com/graphic-design-tips/typography-tutorials-1232719

Resources@MCCE - BE DVD ROM 1, Total Training for Adobe InDesign CS2: Total Training, Inc., CARLSBAD, CA, TOTAL TRAINING, INC., 2005. Adobe Certified Expert, Steve Holmes demonstrates how to develop and advance design, typography, and layout skills. Lessons include: Design, Typography & Layout; Production Magic & Streamlined Output. A DVD player (computer or set-top) is required to view the DVD version of this product. A computer with a working copy of Adobe InDesign CS2 is required to work along with the supplied project files. Applicable for both Mac and Windows users. Runtime 16 hours 34 minutes.